

FINAL TECHNICAL REPORT / RAPPORT TECHNIQUE FINAL

ANNEX 18 - NATIONAL NUTRITION DAY 2017 -

CONCEPT NOTE

;

;

© 2018, UBC AND HKI



This work is licensed under the Creative Commons Attribution License (<https://creativecommons.org/licenses/by/4.0/legalcode>), which permits unrestricted use, distribution, and reproduction, provided the original work is properly credited.

Cette œuvre est mise à disposition selon les termes de la licence Creative Commons Attribution (<https://creativecommons.org/licenses/by/4.0/legalcode>), qui permet l'utilisation, la distribution et la reproduction sans restriction, pourvu que le mérite de la création originale soit adéquatement reconnu.

CONCEPT NOTE FOR CAMBODIA'S 4TH NATIONAL NUTRITION DAY CELEBRATION

WEDNESDAY, 1ST NOVEMBER 2017

ផលិត និងបរិភោគអាហារចម្រុះសម្បូរជីវជាតិ ដើម្បីសុខភាពល្អបំផុត

“GROW AND CONSUME DIVERSE AND NUTRITIOUS FOOD FOR AN ACTIVE AND HEALTHY LIFE”

BACKGROUND

From 2004 to 2012, Cambodia's agricultural sector was among the fastest growing in the world.¹ Although gains in this sector has started to slow in recent years, agriculture remains to be Cambodia's primary economic activity accounting for 27% of the country's GDP and employing an estimated 51% of the nation's workforce.^{1,2} With a predominantly rural population, the majority engage in subsistence farming with an estimated 70% relying on agriculture, fisheries, and forestry for their livelihoods.³

Rice is the primary agricultural commodity in Cambodia and also the staple food for all Cambodians. It directly supplies and estimated 70% of food energy and significantly contributes to national food security and poverty alleviation. Forests and fisheries are another cornerstone of Cambodia's rural economy with fish consumption providing an estimated 82% of animal protein in the typical Cambodian diet.⁴

Despite being an agrarian country, food insecurity and undernutrition remains high - one in three children under 5 are stunted, one in four are underweight, and one in ten are wasted.² Furthermore, approximately two-thirds of the rural Cambodian population face seasonal food shortages each year and one in three Cambodians are food-deprived, of which the prevalence is even higher among the rural poor.⁴

This problem partially stems from low agricultural productivity and lack of crop diversification beyond rice. Poor households subsist on a diet consisting mainly of rice, and is low in protein, fat, and essential micronutrients. Animal source foods, which provide high quality protein, essential fatty acids and bioavailable iron and vitamin A, make up less than 9% of total energy intake. The breakdown of a typical Cambodian diet is approximately 71% carbohydrate, 13% protein and 16% fat, with the latter limiting child growth and fat-soluble vitamin absorption.⁴ In addition, CDHS 2014 data also suggest only 30% of children 6-23 months receive a minimum acceptable diet.

Nutrition-sensitive agriculture is therefore vital to effectively address malnutrition and micronutrient deficiencies in Cambodia. This multi-sector approach aims to narrow the gap between available and accessible food and the food needed for a healthy and balanced diet for all people by:

¹ World Bank. Cambodian agriculture in transition: Opportunities and risks.

² National Institute of Statistics, Directorate General for Health, and ICF International, 2015. Cambodia Demographic and Health Survey 2014. Phnom Penh, Cambodia, and Rockville, Maryland, USA: National Institute of Statistics, Directorate General for Health, and ICF International.

³ USAID. Agriculture and Food Security. Updated: July 2017.

⁴ FAO Report 2012 and Council of Agriculture and Rural Development. National Strategy for Food Security and Nutrition 2014-2018

- Increasing food availability and accessibility;
- Diversifying agricultural products and diets;
- Making food production more sustainable through improved farming practices;
- Producing more nutrient-rich crops and animal-based foods, and
- Reducing post-harvest losses through the improvement of processing, storage and preservation.

The Royal Government of Cambodia recognizes that investments in developing sustainable, productive and diverse agriculture and food systems are essential to improving food security and nutrition in Cambodia and has committed to work towards the Sustainable Development Goal to “End Hunger, Achieve Food Security and Improve Nutrition, and Promote Sustainable Agriculture”. Comprehensive integrated roadmaps and strategic frameworks on agriculture intensification and diversification for increasing food availability and access has been outlined in numerous internal documents including the National Action Plan for the Zero Hunger Challenge 2016 – 2025, National Rectangular Strategy III, National Strategy for Food Security and Nutrition 2014 – 2018, and the National Strategic Development Plan 2014 – 2018.

The Council of Agricultural and Rural Development (CARD) is the government body responsible for coordinating and harmonizing ongoing efforts for the cross-cutting sectors of agriculture, nutrition and food security. CARD works in close collaboration with relevant ministries including Rural Development; Health; Planning; Agriculture, Forestry and Fisheries; as well as Education, Youth and Sport to ensure national programmes implemented are effective in alleviating hunger, assuring food security, increasing crop productivity and improving the overall welfare for the poor and vulnerable. Additionally, CARD established the Technical Working Group for Food Security and Nutrition to encourage and strengthen partnerships with individuals and organizations to share ongoing work in the field. Indeed, the interlinked sectors of agriculture, nutrition and food security calls upon all – government, UN partners and civil society alike, to work towards a future where everyone has sufficient availability, access, utilisation and stability to food. Investing in nutrition and agriculture now will have far-reaching impact that will be felt for generations to come.

On Wednesday, 1st November 2017, Cambodia will be celebrating its 4th annual National Nutrition Day to raise public awareness and support communities in achieving sustainable food security and adequate nutrition for all. Previous National Nutrition Day celebrations were well-received and garnered great interest from community members. This year, we aim to emphasize key messages on nutrition-sensitive agriculture highlighting the role of nutrition in this priority sector under the theme:

ផលិត និងបរិភោគអាហារចម្រុះសម្បូរជីវជាតិ ដើម្បីសុខភាពល្អបំផុត

“GROW AND CONSUME DIVERSE AND NUTRITIOUS FOOD FOR AN ACTIVE AND HEALTHY LIFE”

THEME

Each year, a theme is selected that spotlights a nutrition area to raise public awareness on key nutrition issues. Former themes in preceding National Nutrition Day celebrations in Cambodia focused on different aspects of nutrition including breastfeeding and improved hygiene, as seen below:-

- 2014** Better Nutrition for Better Life
- 2015** Breastfeeding is the Best Investment for Your Child's Life
- 2016** Improved Hygiene and Nutrition Make Children Grow

This year, the Royal Government of Cambodia alongside key partners and stakeholders in nutrition has chosen to aim attention at nutrition-sensitive agriculture initiatives that work to improve nutrition and food security in Cambodia.

KEY MESSAGES / SLOGANS

Alongside the big National Nutrition Day theme are slogans which consist of short memorable statements that capture key messages in line with nutrition-sensitive agriculture issues that will educate, encourage and spur action among the readers.

The proposed slogans and key messages for this year are as follows:

1. **បរិភោគអាហារចម្រុះសម្បូរជីវជាតិ ដើម្បីគ្រួសារមានសុខភាពល្អ**
Consume a Variety of Nutritious Foods for a Healthy Family.
2. **ផ្តល់បន្លែ ផ្លែឈើ ត្រី សាច់ និង ស៊ុតដល់កូនអ្នកដើម្បីការលូតលាស់ល្អ**
Give your Child Vegetables, Fruits, Fish, Eggs and other Meats for Healthy Growth.
3. **បរិភោគអាហារធម្មជាតិ!**
Eat Natural Food!
4. **វិនិយោគលើអាហារូបត្ថម្ភ ដើម្បីសុខភាពល្អ និងកំណើនសេដ្ឋកិច្ច**
Invest in Nutrition for Healthy Lives and Economic Growth.
5. **ផ្តល់អាហារពីប្រភពសត្វដល់កុមារ អាយុ ៦-២៤ខែ ដើម្បីការលូតលាស់ល្អ**
Feed animal source foods to children (6-23 months) for healthy growth.
6. **បរិភោគអាហារចម្រុះ បន្លែ ផ្លែឈើ និងសាច់ដើម្បីគ្រួសារមានសុខភាពល្អ**
Eat a mix of vegetables, fruit, and meat for a health family.
7. **បរិភោគបន្លែ ផ្លែឈើស្រស់ឱ្យបានច្រើនជាប្រចាំ !**
Eat plenty of fresh fruits and vegetable regularly.
8. **អាហារូបត្ថម្ភល្អ សុខភាពល្អ ជីវភាពរុងរឿង !**
Better Nutrition, Better Health, Better life!
9. **ដាំបន្លែតាមផ្ទះ សាលារៀន និងវត្តអារាម ដើម្បីលើកកម្ពស់អាហារូបត្ថម្ភ!**
Grow vegetable at home, school and pagoda for improving nutrition!

OBJECTIVES

The 4th National Nutrition Day will bring together all relevant stakeholders including government ministries, civil society organizations, development partners, private sector partners, media outlets and community members. This focused attention is a great way to build public awareness and stimulate discussion on the importance of the integration of nutrition and agriculture in improving food security and nutrition status of all Cambodians.

EVENT DETAILS

Date: Wednesday, 1st November 2017

Time: 8.00 am – 5.00 pm

Venue: Chatomuk Theater

KEY PARTICIPANTS:

For this year's event, over 1,000 people are expected to attend this event - including officials and staff from different line ministries, members from SUN CSA Cambodia, UN agencies, donor agencies, private sector partners, media outlets, university students, agriculture workers, farmers and residents from the surrounding communities.

KEY ACTIVITIES:

- **Event Packages:** 1,000 bundle of documents related to the agriculture and nutrition will be produced and distributed by CARD. The information in the packets will include the event's agenda, DPM's speech, leaflets on food production and processing techniques, booklet on case studies, stories of changes, and other SUN CSA Cambodia member's documents on promotion of production and consumption of agriculture products as well as relevant agriculture and nutrition facts and figures.
- **Banners and T-Shirts:** 100 banners and 800 T-shirts will be produced. The banners will be displayed on large busy streets around Phnom Penh for two weeks prior to the event to generate awareness and interest from the general public.
- **Mobile Phone Messaging:** CARD will resume collaboration with mobile phone companies such as SMART, Metfone and Mobitel, to deliver key messages on nutrition-sensitive agriculture free of charge with the intention of reaching at least 3 million mobile phone users throughout Cambodia. Based on previous year's experiences, the messages delivered through this mobile system are powerful and was able to generate a lot of interest from the public. The messages that will be delivered are the slogans mentioned above.
- **Event Booths:** Booths will be set up at the venue on the day of the National Nutrition Day event, showcasing various aspects of optimal nutrition and agricultural products and practices by SUN CSA Cambodia members and other organizations that have expressed interest in manning a booth. The purpose of the booth is to provide an avenue for interactive discussions and activities with visitors and community members on agriculture and nutrition topics. Informational and educational materials such as

leaflets and posters with important nutrition and agriculture messages will also be distributed to participants.

- **Media Coverage:** In order to increase public awareness and response, coverage from major media outlets and social media will be organized in both English and Khmer to promote the National Nutrition Day Celebration and the PM's speech.
- **Rountable Discussion in Collaboration with TVK:** Representatives from CARD, MAFF, MOH, FAO and CSA will be invited to talk about their respective roles and responsibilities in nutrition and agriculture sectors in Cambodia.

NATIONAL NUTRITION DAY 2017 WORKPLAN

No.	Activities	Time Frame	Resources/ Budget support	Organization Responsibility
1.	Prime Minister's Message: Call for inputs from line ministries, DPs, CSOs	By September 25		CARD
2.	Speech from DPM and Chairman of CARD: Call for inputs from line ministries, DPs, CSOs	By September 25		CARD
3.	Venue Arrangements: Request Phnom Penh authorities for approval to use [venue] for the event	By September 15		CARD
4.	Invitations: Develop invitations and send it to key stakeholders and community members	By October 15		CARD
5.	Banners: Contact Phnom Penh municipality to print and hang the National Nutrition Day banners along the main streets	<ul style="list-style-type: none"> - Print slogans and banners by 1st October - Hang banners along streets from the 25th October to 10th November. 		CARD
6.	Booths: Coordinate and make arrangements for booths at the event	<ul style="list-style-type: none"> - Confirm the number of organizations that wish to have a booth at the event by October 15 		SUN CSA Cambodia

		- Prepare relevant materials and arrange for knowledgeable representatives to be present at the booth on the day of the event	
7.	Informational and Educational Materials: - PM Speech printed out - Leaflets on best practices for nutrition sensitive agriculture - T-shirt and banners	By October 15	CARD
8.	Roundtable Discussion: Collaborate with TVK for filming and broadcasting	- Determine representatives from MRD, CARD, MOH, MAFF, DPs and CSA by September 15 - Broadcast talk show on TVK by October 15	CARD